

15 ways to promote your Social Media profiles

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1. Add urls to your email signature – i.e. [twitter.com/username](#)
2. Add urls to your business card
3. Include in traditional marketing communication materials
4. Include links in all of your social media profiles
5. Include in ads – print and digital
6. Create links from your website
7. Include links in your email newsletters
8. Drop a Facebook status update
9. Drop a LinkedIn status update
10. Tweet about it - i.e. 'now find us on Facebook ([url](#))' or 'come and connect with me on LinkedIn ([url](#))'
11. Include 'Share this' widget on posts/blogs
12. Optimise your status updates for keyword searches
13. Send email updates to your network/contacts
14. Add urls in media releases and e-newsletters
15. Take online offline...Mention it to colleagues at networking events

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